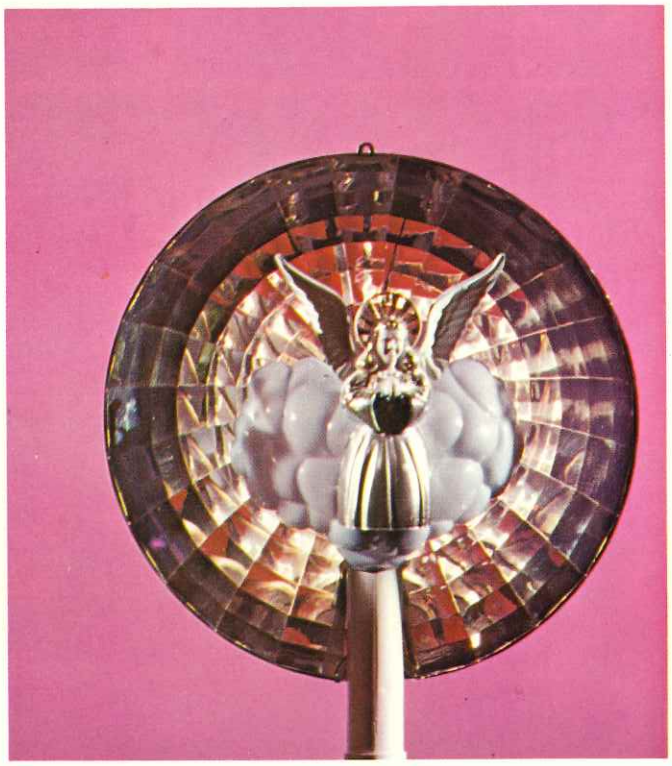
BRADFORD
CHRISTMAS CATALOG 1969

NEW!
TRIPLE-ACTION
REVOLVING TREE TOP!
See copy on page 3

Unbreakable Electrified



No. 20

No. 35

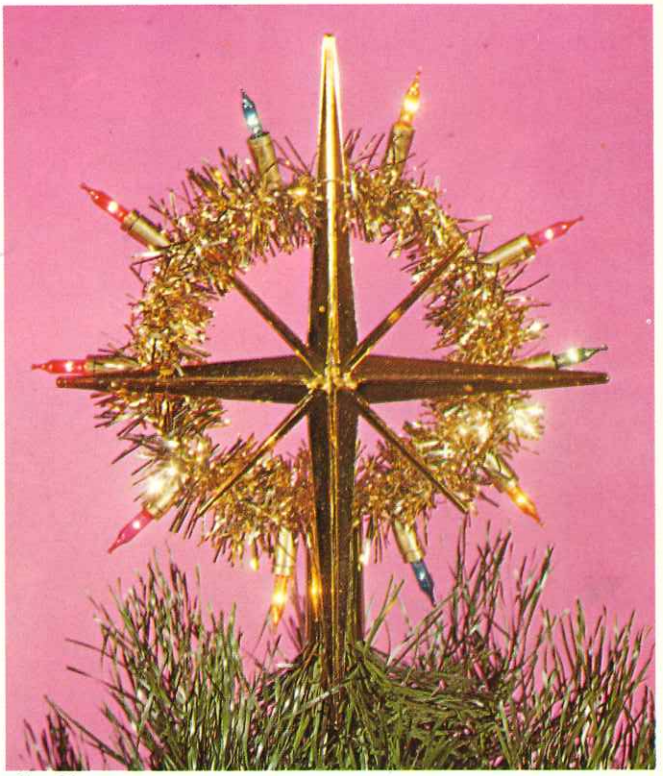
No. 38

No. 28

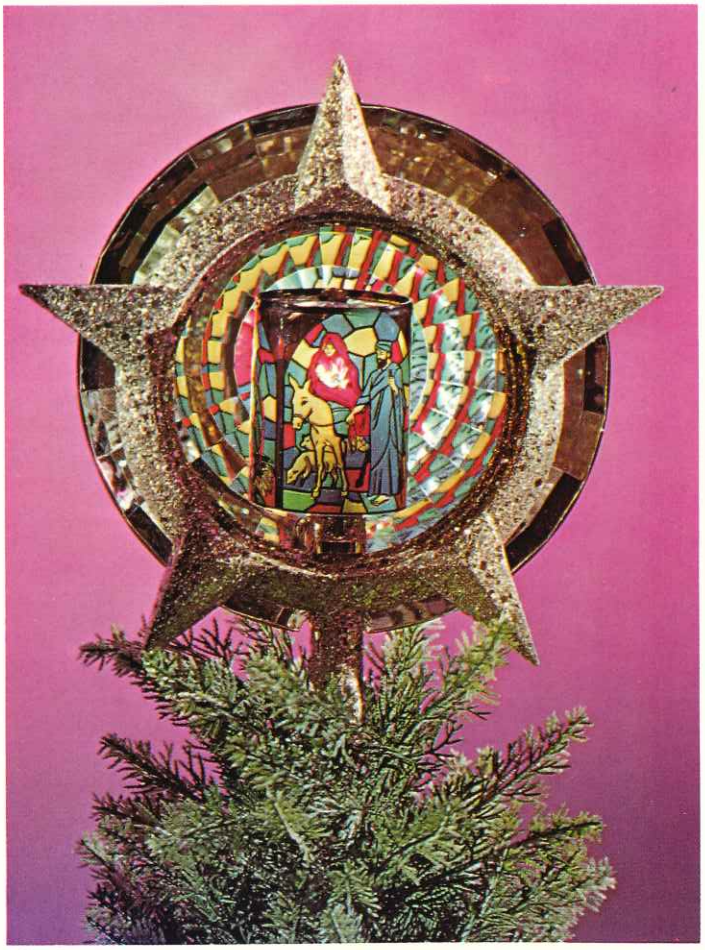
No. 39

Treetops by Bradford

No. 27



No. 30



No. 23

cover photo:
No. 33 REVOLVING STAR TREETOP
Newly designed for '69 by Bradford! An amazingly beautiful 13" electrified treetop with a gold star that turns in opposite directions as it revolves on its' axis above a golden crown depicting portraits of the Three Kings. A myriad of psychedelic light flows across walls and ceilings as the star and crown revolve. Individually boxed.

*No. 20 ELECTRIC ANGEL TREETOP
(10") Bulb and spinner concealed behind clouds cause colored lights to flow from faceted plated reflector.

*No. 35 ELECTRIFIED CELESTIAL LIGHT
(9¾") Can be used as treetop or versatile home display. Projects flickering multi-color lights which radiate throughout the room.

*No. 38 ELECTRIFIED STAR-LIGHT ANGEL TREETOP
(10") Can be used as treetop or versatile home display. Rotating colors within cause continuous cascade of moving stars on angel's skirt.

*No. 28 ELECTRIFIED CARILLON SPIRE
(14") Ball with white angel hair topped by spire with three bells. Assorted colors.

*No. 39 ELECTRIFIED STAR-LIGHT ANGEL TREETOP
(10") Useful as treetop or versatile home display. Multi-colored stars cast a glow from angel's golden skirt.

No. 27 ELECTRIFIED STAR TREETOP
8½" plated star with small center angel. Ten gold lights illuminate the points of the star.

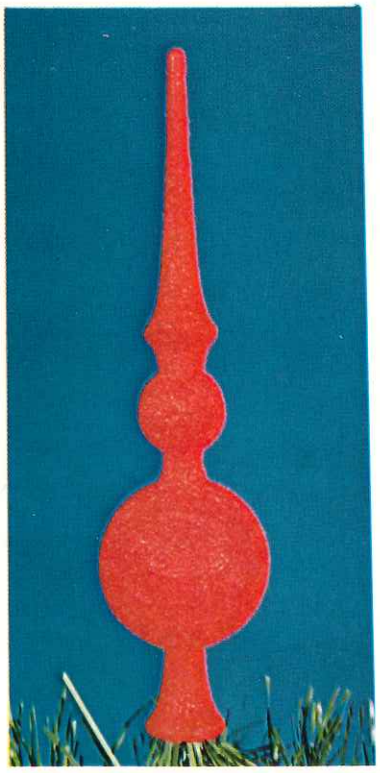
No. 30 ELECTRIFIED NATIVITY STAR
(10") Plated star with golden halo of ten multi-colored lights.

No. 23 ELECTRIFIED CHRISTMAS CAROUSEL
(10") Can be used as treetop or versatile home display. Revolving pictorial Christmas scene projects cascades of light throughout room.

***Bradford's** Treetops are always individually packaged in see-through boxes.*

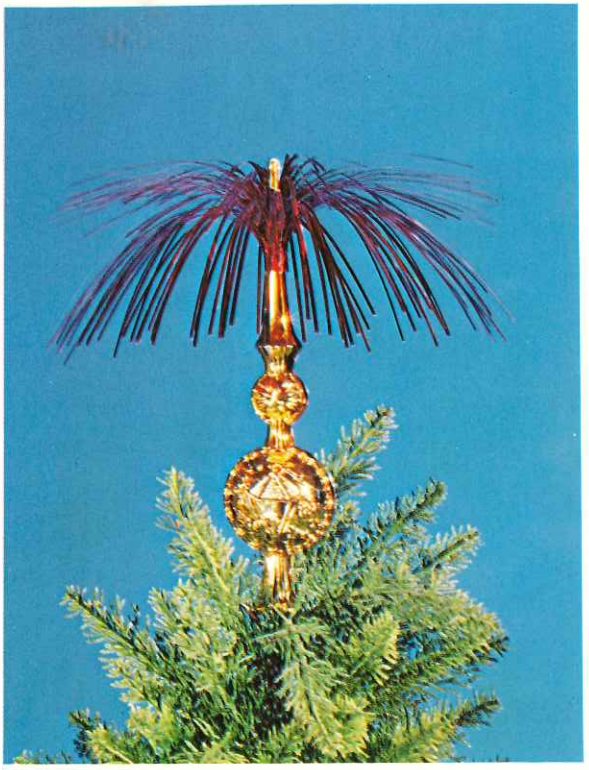
*U. L. approved

Unbreakable



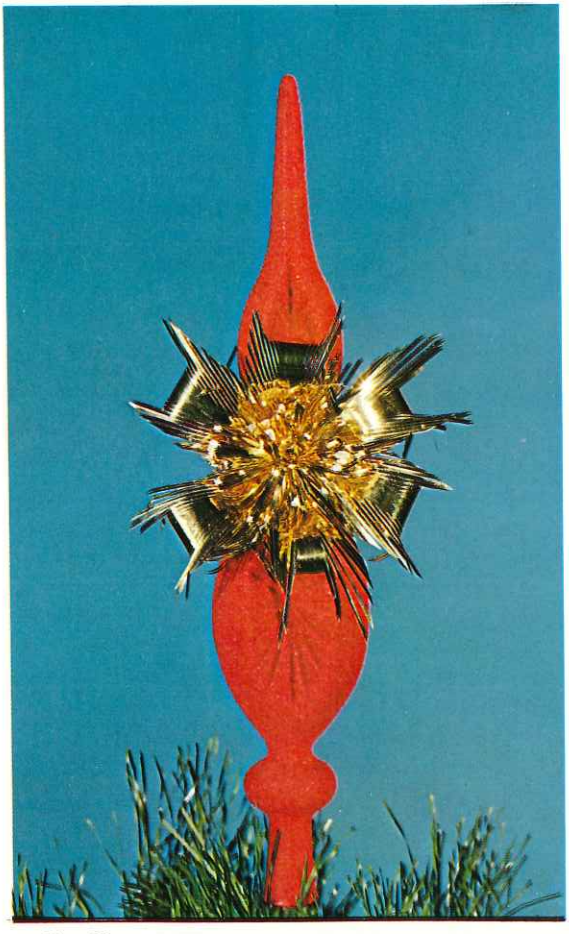
No. 17

No. 22



No. 18

No. 29

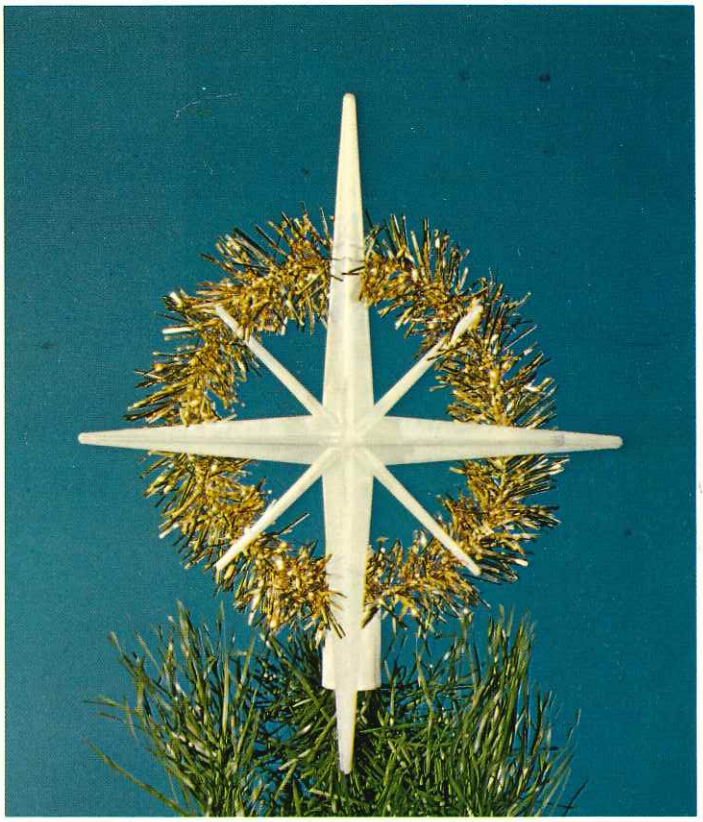


No. 43

No. 49

Treetops

No. 26



No. 31

No. 44

No. 46

No. 17-9¼" TREE SPIRE
in flocked finish.

No. 22 TREE SPIRE (10")
Indented faceted ball surrounded by 5 points of a star and topped by a spire.

No. 18 PLATED TREE SPIRE (9¼")
with waterfall cascade. Ball with Christmas motif topped with spire and graceful tinsel waterfall. Assorted colors.

No. 29 CARILLON SPIRE (14")
Ball with white angel hair topped by spire with three bells.

No. 43 DOUBLE INDENTED FLOCKED TREETOP
(12") Incised design in red flocked finish with a golden center burst. Also available in plated finish as No. 42.

No. 49 GOLD FLECK CARILLON SPIRE
(14") Ball with angel hair and contrasting color plated bells.

No. 26 STAR TREETOP
8½" plated star with center angel insert.

No. 31 NATIVITY STAR (10")
Pearlescent star with golden halo.

No. 44 GOLDEN TRACERY TREE SPIRE
(12") Gold plated incised tree spires with a gold tinsel tracery and three satin balls.

No. 46 GOTHIC STEEPLE BELLS
(12") Gold plated christmas bells seem to ring out from the arch of a Gothic steeple.

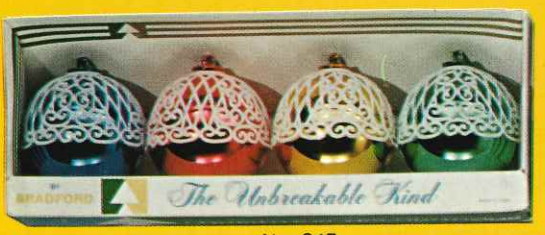
Bradford's Treetops are always individually packaged in see-through boxes.

The Bradford Line

No. 201
12-2" Plated Faceted Balls.
Assorted solid colors.

No. 261
12-2" Glitter Balls.
Assorted solid colors.

No. 295
4-2½" Flocked Balls.
Red only.



No. 247
4-2½" Plated with
Net Appliques.

No. 921 - 20 Piece Assortment

No. 902 - 10 Piece Assortment

Not shown: No. 277 - 6 - 2½" Plated
Crystal-cut Balls. Assorted solid colors.

# of Christmas Balls

No. 1214

No. 1294

NEW! BRADFORD'S 24 BOX COMBO-CARTON! CONTAINS 12 BOXES OF 9 - 2" BALLS AND 12 BOXES of 6 - 2½" BALLS! SOLID COLORS TO THE CARTON.

No. 1264

No. 1264 GLITTER - Red, Gold or Silver.

No. 1214 PLATED - Red, Gold, Green, Blue or Silver.

No. 1294 FLOCKED - Red only.

No. 1237 PLATED - Red, Gold, Green, Blue or Silver. Available in Six-pack only.

No. 1237

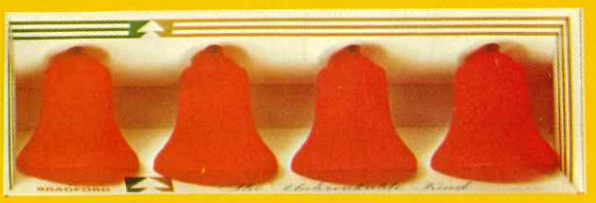
No. 265 8 - 2½" Glitter Balls. Assorted solid colors.

No. 1204
8 - 2½" Plated Faceted Balls. Assorted solid colors.

No. 1205 8 - 2½" Plated Balls. Assorted solid colors.

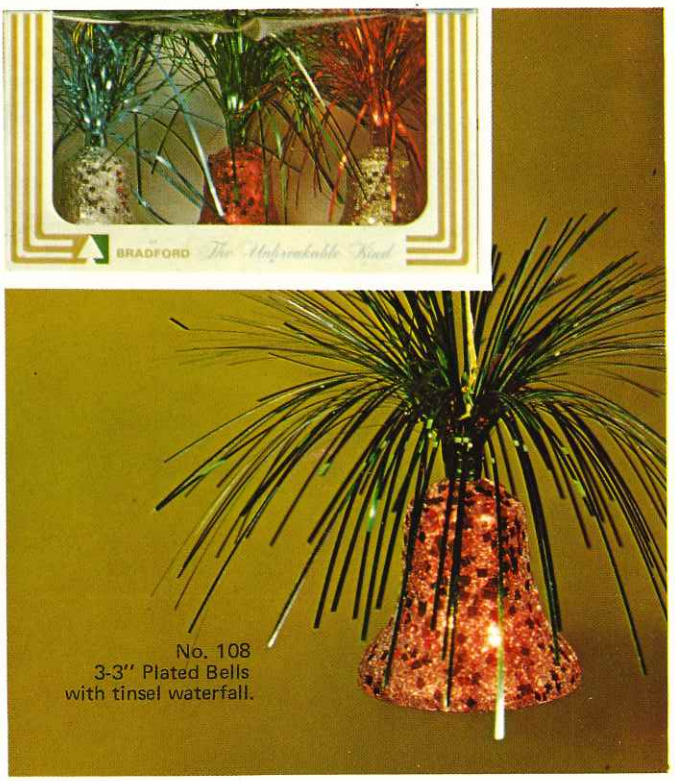
Variations on a Theme . . .

No. 147 4-3" Bells with Net Appliques.



No. 191 4-3" Flocked Bells.
Red Only.

No. 177
2-4" Faceted Bells
with decorator bow
and satin clapper.



No. 108
3-3" Plated Bells
with tinsel waterfall.

No. 144 4-3" Glitter Bells.

No. 110
7-2" Plated Bells.
Solid colors assorted
to the carton.

The Bradford Bell

No. 100 10-2" Plated Bells
Solid colors assorted to the carton.

No. 101 8-3" Plated Bells.
Solid colors assorted to the carton.

No. 161 10-2" Glitter Bells.
Solid colors assorted to the carton.

No. 164 8-3" Glitter Bells.
Solid Colors Assorted To Carton.

No. 190 10-2" Flocked Bells.
Red only.

No. 192 8-3" Flocked Bells.
Red only.

No. 178 4-3" Bells. Shipping carton contains three different insert styles.

The Bradford Boutique

No. 7170

No. 7180

No. 7169

No. 7170 19" Green Holly Wreath trimmed with two ball clusters, bird and ribbon bow. Individually boxed.
No. 7180 18" Holly and Cedar Green Flocked Wreath with red flocked bow. Individually boxed.
No. 7169 16" Holly and Cedar Wreath with three plated wisemen, berries and ribbon bow. Boxed in Bradford's 1968 award-winning window box.
No. 7140 12" Lace Leaf Holly Wreath with berries. Bagged with header.

Wreath Line for 1969

No. 7160

No. 7144

No. 7167

No. 7143

No. 7160 16" Boxwood Wreath with plated bell garland and red Flocked bow. Individually boxed in Bradford's 1968 award-winning window box.
No. 7144 14" Kitchen Wreath with homey poem center plaque, vegetables, holly and cedar foliage. Coordinates with table centerpiece No. 7502. Shrink wrap card.
No. 7167 16" Cedar and Holly Wreath with Three reindeer, berries and bow. Shrink wrapped card packaging.
No. 7143 14" Holly wreath with two bells, packaged on a shrink wrapped card.

Moderately Priced Boutique

No. 7700 - 15" Holly Spray with faceted balls, berries, figure and velour flocked bow.

No. 7704 - 14" Balsam Spray with contrasting bells, reindeer and ribbon bow.

No. 7731 - 18" Holly Cane with bell and velour flocked berries and bow.

No. 7705
24" Holly and Cedar Door Spray.
Three graduated wreaths with bells and berries set on velour flocked ribbon backer.

No. 7715
16" Holly and Cedar Doorpiece with bell and velour flocked pom-poms and bow.

Sprays and Doorpieces

No. 7701
15" Holly and Cedar Spray with three reindeer, berries and velour flocked bow.

No. 7702
20" English Holly Star Spray in green and white leaves with flocked pointsettia, bell and ribbon swag.

No. 7732
18" Double Canes with bells, velour flocked berries and bow.

No. 7707
20" English Holly Doorpiece with glittered foliage, velour flocked pointsettia, bell garland and ribbon swag.

No. 7703
11" Holly and Cedar Spray with flocked berries, center figure and ball or bell cluster in plated, glitter and flocked finishes.

No. 7708
21" Crushed Velvet Door Ringer with three plated bells, jingle bells, gilt edging and velour flocked bow.

No. 7797
8¾" x 6½" Cello-wrapped Wicker Mail Basket with tinsel wreath and embossed greeting. Assorted packing.

No. 7730
18" Tinsel Cane with velvet ribbon lacing. Gold and silver assorted packing.

No. 802 - 2 Silver plated reindeer, gold plated sleigh and Santa on 12" base with tinsel foliage.

No. 7500
9" Crystal Lace Leaf Holly Candlepiece with decorative candle, gold balls and berries. Individually window boxed.

Newly Designed Centerpieces For 1969

No. 7553 - 15" Electrified Mantle or Window Centerpiece. Fern leaf wreath with berries encircle the gently rotating nativity scene reflected in the faceted mirror. Individually boxed.

No. 7551 - 9½" Colonial Christmas Night Light. Battery powered candle and colorful tinsel are warmly mirrored in the old fashion reflector. Individually boxed.

These beautiful centerpieces are individually packaged in a newly designed see-through box with candles in position as shown here.

No. 7505 - 11" Pine, Cedar and Holly Centerpiece with flocked pointsettia, plated balls and 10" decorative candle.

No. 7502 - 10" Kitchen Centerpiece. Holly and cedar foliage with vegetables and decorative candle. Coordinates with wreath No. 7144.

No. 7504 - 13" Prancing Reindeer Candleholder. Two reindeer, holly and cedar leaves with three 10" decorative candles.

No. 7503 - 11" Wiseman Candleholder. Majestic plated Wiseman, holly, pine and cedar foliage with two 10" decorative candles.

Garlands

Bradford creates a unique effect by combining the traditional garland with a string of ornaments. Ideal for decorating trees, mantlepieces, doors, etc. Can be cut to any length or used individually. Each garland, approximately 8' in length, is packed in a beautiful display box.

No. 1122 - Gold Plated Bell
No. 1125 - Gold Plated Angel
No. 1167 - Gold Plated Sleigh and Reindeer

No. 1121 - Solid Color Bell

No. 1120 - Plated Icicle

No. 1123 - Gold Glitter Bell
No. 1168 - Gold Glitter Sleigh and Reindeer
No. 1126 - Gold Glitter Angel

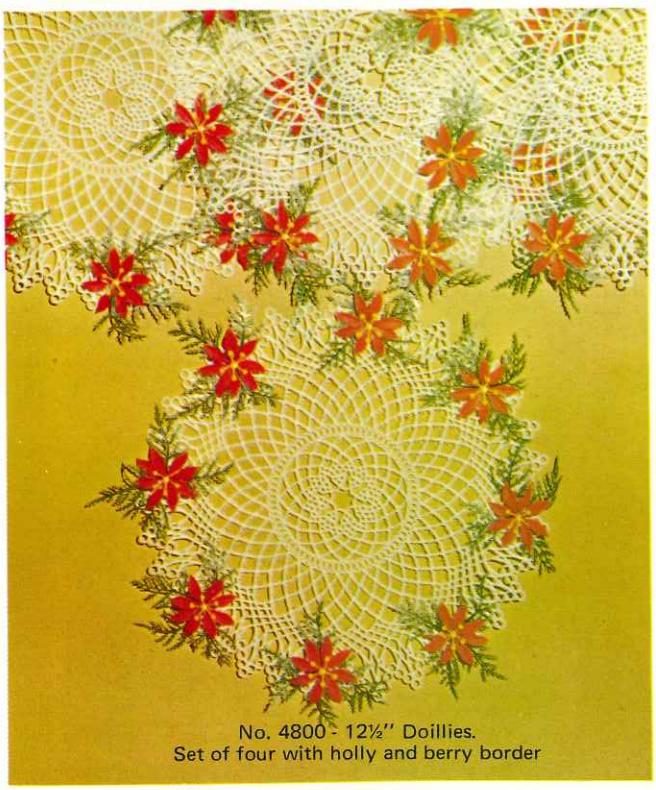
Hanging Decorations

No. 7590
Kissing Ball
with red flocked Santa
and two bells suspended
from 6" mistletoe cluster.

No. 169
Double Kissing Bell.
10" cluster or two bells
with flocked clappers
suspended from bow and
mistletoe hanger.

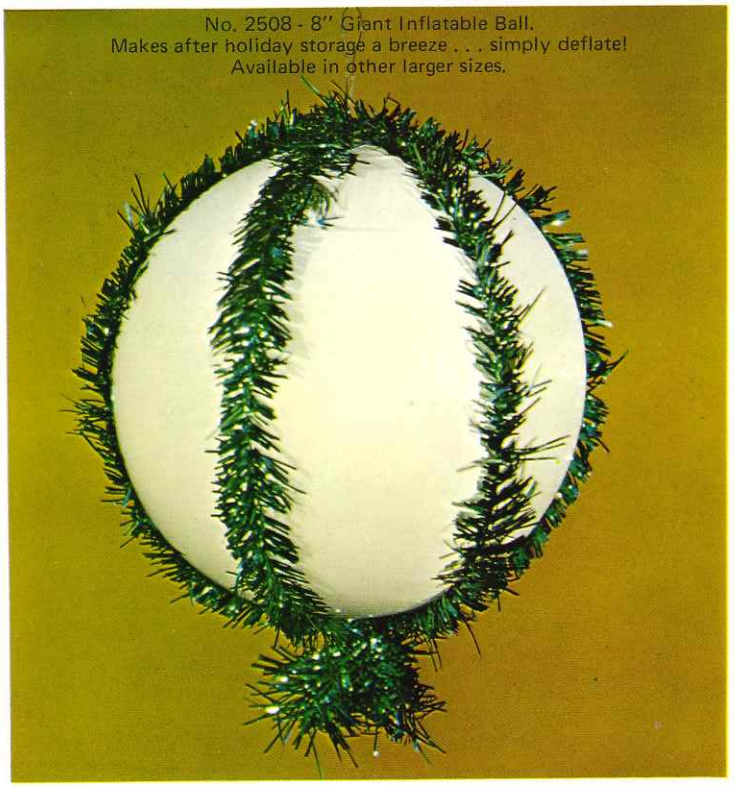
No. 159
Kissing Bell.
Single plated 3" bell with
mistletoe spray, bow and
hanger.

No. 129
Kissing Ball.
Gold faceted 2½" ball is
suspended below mistletoe
cluster and red flocked balls
on a hanger.



No. 4800 - 12½" Doillies.
Set of four with holly and berry border

No. 2508 - 8" Giant Inflatable Ball.
Makes after holiday storage a breeze . . . simply deflate!
Available in other larger sizes.

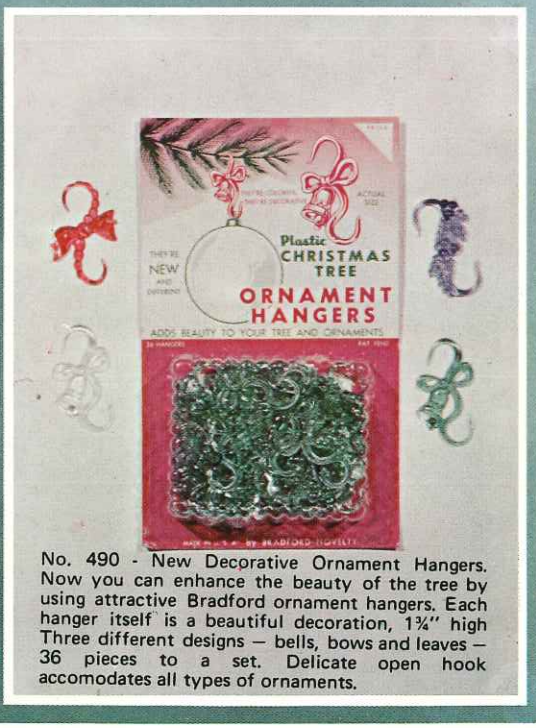


Bradwinkles and

No. 4160 - Exciting Bradwinkles Assortment
Balls, bells and reindeer with assorted jolly figures
in plated and glitter finishes.

No. 427 - 3 Plated 4½" Wisemen in attractive colors.

No. 4339 - 2 piece Colorful Drum Set.
2" in diameter.



No. 490 - New Decorative Ornament Hangers. Now you can enhance the beauty of the tree by using attractive Bradford ornament hangers. Each hanger itself is a beautiful decoration, 1¾" high Three different designs — bells, bows and leaves — 36 pieces to a set. Delicate open hook accomodates all types of ornaments.

Novelty Tree Trims

No. 4222 - 72 Piece Merchandise Unit. Die-cut top and bottom tilt mechanism adjusts to attractive self-merchandising display. Glitter and flocked finish combination assortment of 4" dancing Santas, Pixies, Soldier Boys and Angels each in a poly bag.

No. 892 - 2 3¼" Red Flocked Reindeer and 4" Green Flocked Sled.
No. 812 - 2 Gold Glitter 3¼" Reindeer and 4" Sled.

No. 697 - 3 3¼" Red Flocked Prancing Reindeer.

No. 627 - 3 3¼" Prancing Reindeer. Assorted plated and glitter finishes to the carton.

No. 311 - 4½" Red Flocked Santa.

Fancy Tree

No. 744 - 5 3¾" Pear Cuts with mirrored interior.

No. 712 - 5 4" Marquises with mirrored interior.

No. 743 - 5 3¾" Pear Cuts.
Assorted tree and figure interiors.

No. 714 - 5 4" Diamonds with mirrored interior.

No. 713 - 5 4" Diamonds with figure interior.

No. 716 - 5 4" Emerald Cuts with mirrored interior.

No. 777 - 3 5¼" Plated Teardrops.
Solid colors assorted to the carton.

No. 779 - 5 5¼" Plated Teardrops.

No. 515 - 4 4" Plated Star of Bethlehem.

Ornaments

New for 1969 from Bradford! Golden Tinsel-framed Yule Gems with dimensional figures set on concave mirrors!

No. 765 - Three ornaments to each blister pack card. Assortment includes 4¼" Pear Cut with Clown, 3¼" Solitaire with Snowman, 4½" Diamond with Pixie, 4¼" Emerald with Angel and 4½" Marquise with Santa.

No. 760 - New! 4" Gold-wreathed Plated Wiseman and Flocked Reindeer each on a blister pack card. Assorted To Shipping Carton.

No. 742
5-5" Crystal Prisms with mirrored interiors.
Solid colors assorted to the carton.

SNOW*MAKER
makes White Christmas Dreams come true . . . in every home in any climate!

No. 8020 - 27" Snow*Maker Table Tree - the most different table tree on the market! Completely enclosed in Beautifully decorated clear cone for the ultimate in visual effect and efficiency. Operates on 110 A. C.

No. 8108 - 8" Snow*Maker Globe - operates on 110 A. C. Power unit in base recirculates snow over jolly Christmas scene.

NOTE: This Deluxe Snow*Maker is made in the U. S. A. and is protected under patent Nos. 3415512 and 3415513 and patents pending.

No. 8000 - SNOW*MAKER! Bradford's ingenious appliance recirculates snow continously, creating the realistic effect of a gentle snowfall over the Christmas Tree. Consists of treetop, recirculating tubes, catch basin, motor blower unit and a liberal supply of snow. Can be used with any natural or artificial tree 6-7½'' tall. Individually packed in an attractive compact corrugated shipping carton, shown at left.

No. 8070 - Snow*Maker complete unit with artificial 7½' Scotch Pine Tree.
No. 8005 - Bagged Replacement Snow.

Christmas Decorations

THE UNBREAKABLE KIND

by Bradford

BRADFORD NOVELTY CO., INC.
200 FIFTH AVENUE
NEW YORK 10, NEW YORK

PLEASE NOTE:

1. Solid Assorted Colors refers to an assortment of solid color packs in the same carton.

Assorted Colors refers to a variety of colors in each pack in the carton.

PLATED COLORS: Red, Gold, Blue, Green and Silver. GLITTER COLORS: Red, Gold and Silver. FLOCK FINISH in Red only.

2. TERMS: All shipments F. O. B. Factory, Boston, Massachusetts. 1% 10 days; Net 30 days. All sales final.

3. Merchandise available only in standard packing and colors as stated in the catalog.

INDEX

TITLE	PAGE
Treetops	1-5
Ball Decorations	6,7
Bell Decorations	8,9
Boutique Wreaths	10,11
Boutique Sprays and Doorpieces	12-14
Centerpieces and Candleholders	14,15
Garlands	16
Hanging Decorations, Doillies	17
Bradwinkles and Novelty Tree Trims	18,19
Ornament Hangers	18
Fancy Tree Ornaments	20,21
Snow*Makers	22,23

SALES OFFICES:

NEW YORK, N. Y. • CHICAGO, ILL. • HIALEAH, FLA. • ATLANTA, GA. • LOS ANGELES, CALIF.
KANSAS CITY, MO. • DALLAS, TEXAS • DENVER, COLO. • ASHLAND, OHIO
PORTLAND, ORE. • BOSTON, MASS.